

**Lafayette**

872 Highway 52 Bypass East
P.O. Box 70
Lafayette, TN 37083
(615) 666-2151

Scottsville

1574 Old Gallatin Road
Scottsville, KY 42164
(270) 622-7500

RECEIVED

OCT 08 2003

PUBLIC SERVICE
COMMISSION

Thomas Dorman, Executive Director
Kentucky Public Service Commission
P. O. Box 615
211 Sower Boulevard
Frankfort, Kentucky 40602-0615

October 8, 2003

case 2003-00397

Subject: Petition for designation as an eligible telecommunications carrier ("ETC") pursuant to 47 U.S.C. § 214(e)

Dear Mr. Dorman:

Please accept this letter as a petition from the Commission for designation of North Central Communications, Incorporated ("NCC") as an eligible telecommunications carrier ("ETC") pursuant to 47 U.S.C. § 214(e).

As shown in the supporting documentation of this petition, North Central Communications has met the requirements for ETC designation. Grant of this request will serve the public good by allowing NCC to serve low-income subscribers and permit the company additional revenue streams with which it may continue to build-out its network.

Please refer any question about this application to Eileen Bodamer via email at EMBodamer@Mindspring.com or telephone at 770-649-1886.

Sincerely,

F. Thomas Rowland
President / CEO

Original plus 10 copies

A subsidiary company of North Central Telephone Cooperative.

www.ncc-nctc.com

All for One! Making Possible New Options in Telecommunications.

North Central Communications Service Offering

North Central Communications (“NCC”) is a facilities-based competitive local exchange carrier with its principal business address at 1574 Old Gallatin Road, Scottsville, KY 42141. NCC has been providing service since June 2002 and currently provides both residential and business services to approximately 1300 access lines in Scottsville, KY. NCC’s proposed service area is limited to the Scottsville, Kentucky rate center area now served by Kentucky – AllTel, Inc.¹

Satisfaction of Prerequisites for Designation as an ETC

NCC provides all services and functionalities supported by the federal universal service program as set forth in 47 C.F.R 54.101 as follows:

1. Voice grade access to the public switched network;
2. Local usage;
3. DTMF signaling;
4. Single party service;
5. Access to emergency services;
6. Access to operator services;
7. Access to interexchange services;
8. Access to directory assistance services; and
9. Toll limitation for qualifying consumers.

For purposes of ETC applications, carriers must certify that they provide each of the support services or where appropriate a functional equivalent. As shown below, NCC provides the required services throughout the area for which it seeks designation.

1. Voice grade access to the public switched network. The FCC has concluded that voice-grade access means the ability to make and receive phone calls, within a specified bandwidth and frequency range. NCC meets this requirement by providing a voice grade access to the public switched network through its Nortel RSC2 switch. Through its interconnection arrangements with AllTel and other local exchange carriers, NCC customers are able to make and receive calls on the public switched network within the specified bandwidth.

¹ Kentucky – AllTel assumed ownership of the access lines previously owned by Verizon South Inc., f/k/a GTE South Incorporated on August 1, 2002. Those lines include the community now served by NCC.

2. Local usage. ETC's must include local usage beyond providing simple access to the public switched network as part of a universal service offering. NCC does so and currently provides unlimited flat rate calling (i.e., non-metered or measured) access to the local usage to its customers.
3. DTMF signaling. The FCC requires ETC carrier to offer DTMF signaling or its functional equivalent. NCC's network is fully DTMF-compliant.
4. Single party service. As required by the FCC NCC provides single party service to its customers in the areas in which it seeks ETC designation.
5. Access to emergency services. The ability to reach a public emergency service provider by dialing 911 is required in any universal service offering. NCC provides access to 911 and enhanced E911 and is fully interconnected with the Allen county public safety answering point (PSAP) that serves the areas for which the company seeks ETC designation.
6. Access to operator services. NCC provides access to operator services to its customers under contractual arrangements with an operator services provider.
7. Access to interexchange services. An ETC must offer access to interexchange carriers to make or receive toll calls. NCC meets this requirement. In addition to its own affiliate long distance company, NCC allows consumers to presubscribed to other interexchange carriers and complete dial-around calls for those carriers who have agreed to such provisioning.
8. Access to directory assistance services. NCC customers can access directory assistance services by dialing 411 or through the service offering of their presubscribed carrier by dialing 1+NPA+555-1212.
9. Toll limitation for qualifying consumers. NCC already makes toll limitation services available to its customers who request such services. Lacking ETC designation, however, NCC has been unable to serve "lifeline" subscribers who would be most eligible for such services. Upon receiving its ETC designation, NCC will provide such services at no charge to lifeline customers to fully satisfy this requirement.

Provision of Services

A carrier requesting ETC designation must provide services over its own facilities or through a combination of its own facilities and resale of another carrier's service. NCC currently provides its services exclusively through its own facilities. NCC's agreements with AllTel include resale services and accordingly NCC will use resale capabilities to meet its service obligations in those isolated instances in which it might currently lack such facilities.

NCC Advertises its Universal Service Offering

NCC advertises the availability of its services through media of general distribution including newspaper advertisements and radio announcement.² A sample of the company's advertising is included in Attachment 1.

Grant of Request

NCC believes that grant of this request is in the public interest because ETC status will allow NCC to continue to expand the range of competitive choices available to customers in Scottsville, Kentucky.

² While the company did not specifically seek out those subscribers eligible for lifeline service, as a result of its advertising the company did receive inquiry from several lifeline eligible subscribers. NCC is confident that its marketing efforts are effective in reaching its target service area.

Attachment 1

Sample Advertising for NCC Telephone Service Area



Lafayette

872 Highway 52 Bypass East
P.O. Box 70
Lafayette, TN 37083
(615) 666-2151

Scottsville

1574 Old Gallatin Road
Scottsville, KY 42164
(270) 622-7500

Your Scottsville Staff
(back row, left to right)
Pam, Judy and Janet; (seated, left to
right) Leigh Anne and Sandy.



No Other Network Can Be A Neighbor Like NCC! Will You Let Us Provide Your Service?

Hello Scottsville Neighbor,

For many years, you've been familiar with North Central Telephone Cooperative and our office located at 1574 Old Gallatin Road. Now, we've expanded our network under the name North Central Communications, and the friendly staff and office will serve NCC customers in Scottsville City – just like NCTC does in the rural areas.

It's big and it's exciting! Our new network can give you the following:

- Guaranteed Lower Local Rates Than Current Alltel Rates
- Value Packed, Low Long Distance Rates
- DSL/Internet
- 100 Digital TV Channels Including Pay-Per-View, Movies, & Your Local Network Affiliates in Bowling Green, Lexington, Louisville and Nashville.
- Real People And A Real Friendly Office

From all of us, we hope you'll sign on. We'll do our best to exceed your expectations!

Thank you.
North Central Communications

A subsidiary company of North Central Telephone Cooperative.

www.ncc.nctc.com

All for One! Making Possible New Options in Telecommunications.



**Keep Your Same 237 Number
With Your New, Local Company.**

1574 Old Gallop Road / Scottsville, KY

270-622-7500

A large, stylized, three-dimensional representation of the number "237". The numbers are thick and blocky, with a slight shadow effect. A small figure of a person is standing on top of the number "7".

237

NORTH CENTRAL COMMUNICATIONS

NCC RADIO

:30 seconds

#1 -- You're Lookin' Good!

(1 male and 1 female voice)

Female: Hey, you look real happy. Did you just get a new car?

Male: Yeah, in a way I did. I just switched to North Central Communications and its taking me everywhere I want to go.

Female: Wasn't it a hassle to switch from Alltel?

Male: Are you kidding? Switching is easy and quick. All you have to do is call 622-7500 for local phone service, long-distance, Digital TV, DSL/Internet and great features.

Female: So it isn't the car that's taking you where you want to go -- it's North Central Communications!

#2 -- Why Switch?

(2 male voices and 1 announcer)

Male 1: Whatcha got there?

Male 2: It's my first phone bill from North Central Communications. I am soooo glad I made the switch from Alltel.

Male 1: Switch?

Male 2: Yeah, but don't worry. It's easy. All you have to do is call 622-7500 and switch to NCC. It just takes a few minutes on the phone with NCC to change over. You can even do it online.

Male 1: I'm going to have to give NCC a call so that I can have a real local company take care of all of my telecommunications service.

Announcer: Call today to see if NCC service is available in your neighborhood!